

Wikipedia Editor Survey 2012

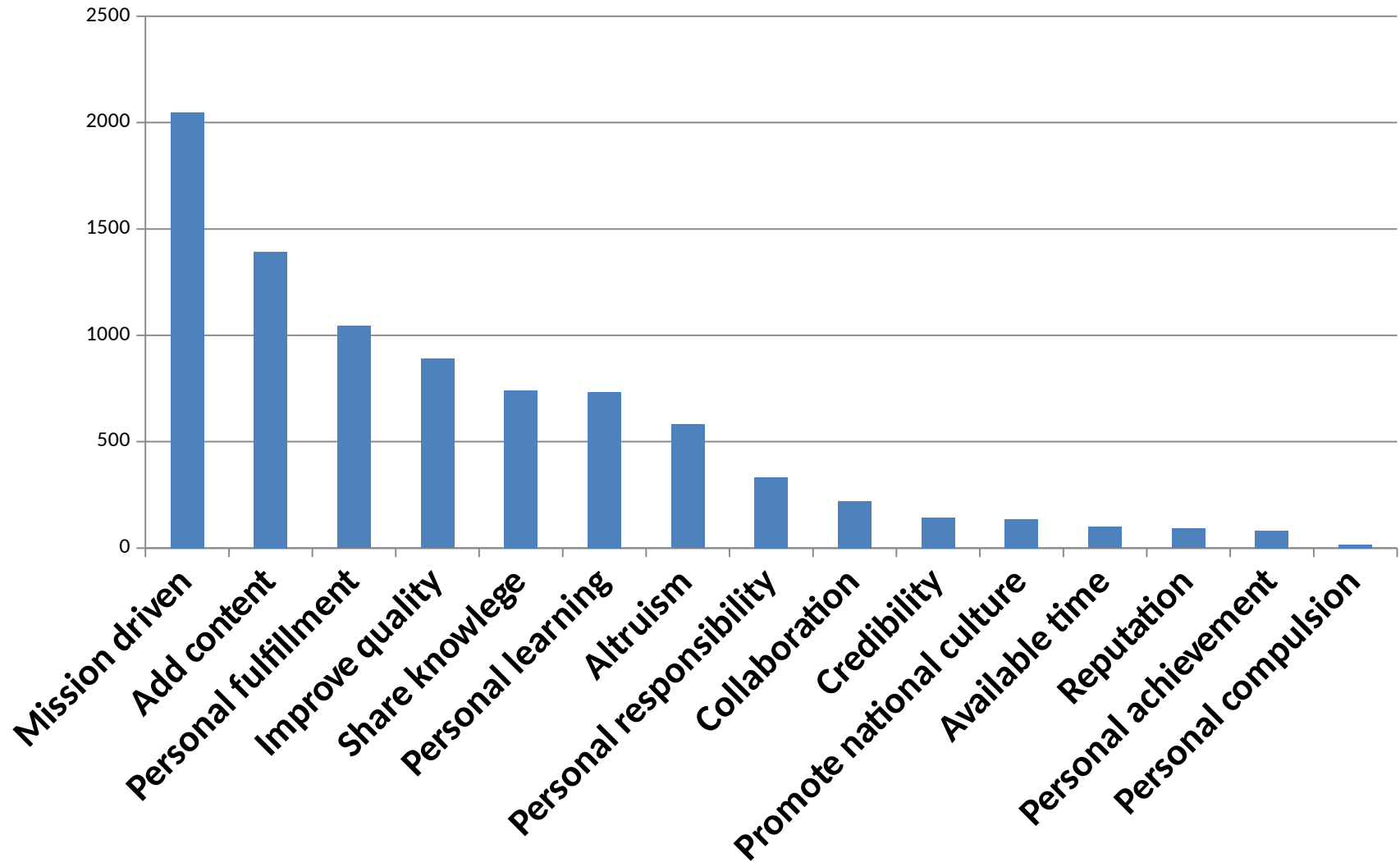
Analysis (coding) of around 8000 free-form responses to question 19:
“If you had to name one thing that motivates you most to contribute to Wikipedia, what would it be?”

Around 8000 responses in 17 languages

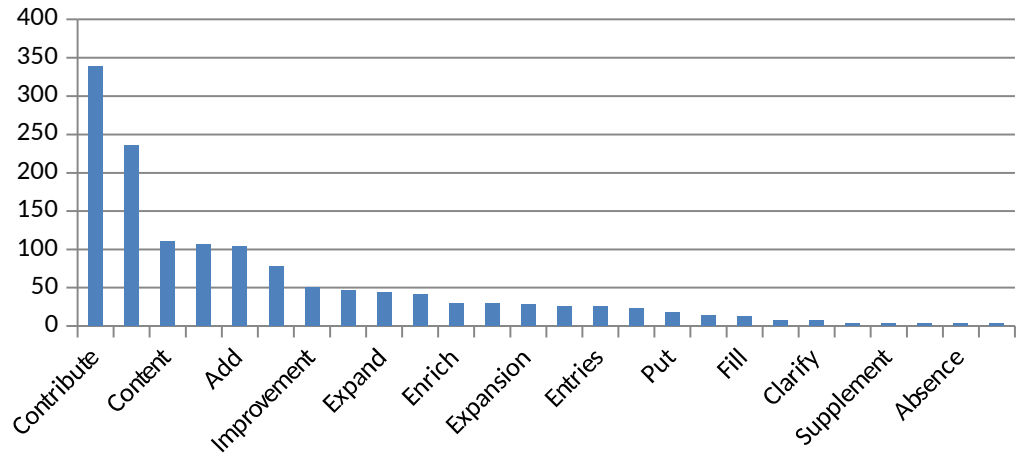
Analyzed word occurrences, then clustered responses into 15 areas (slide 2)

What motivates editors most to contribute to Wikipedia

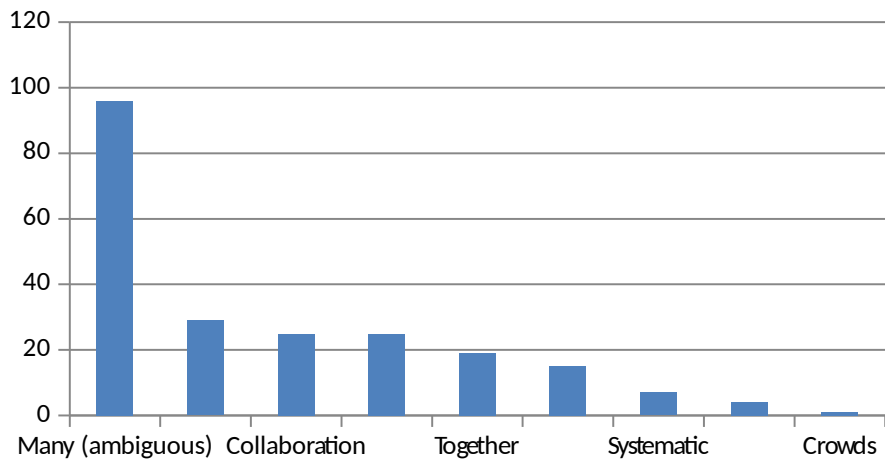
Classification of around 8000 responses in the 2012 Editor Survey



Add content

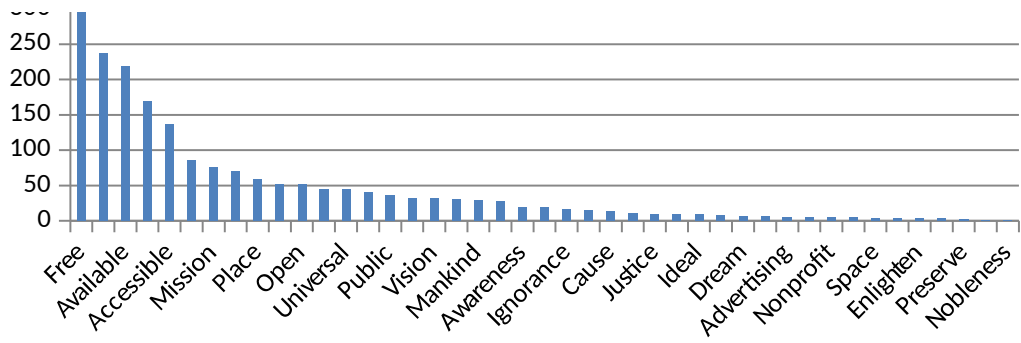


Collaboration

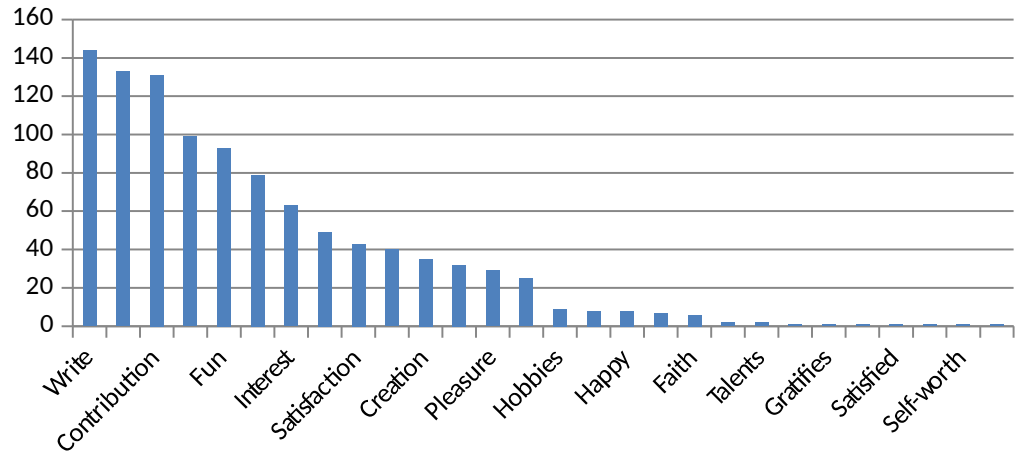


Mission driven

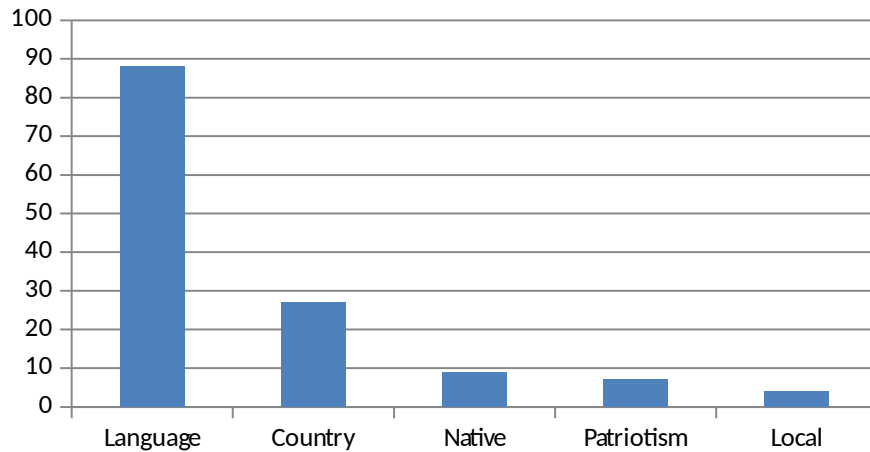




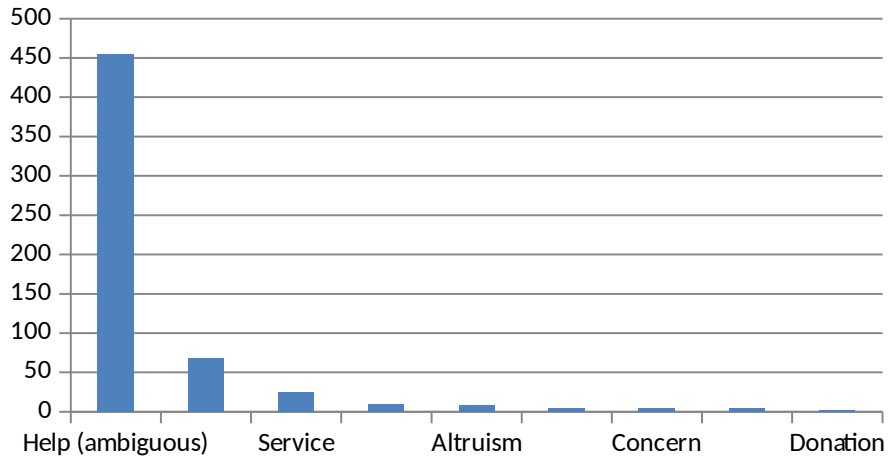
Personal fulfillment



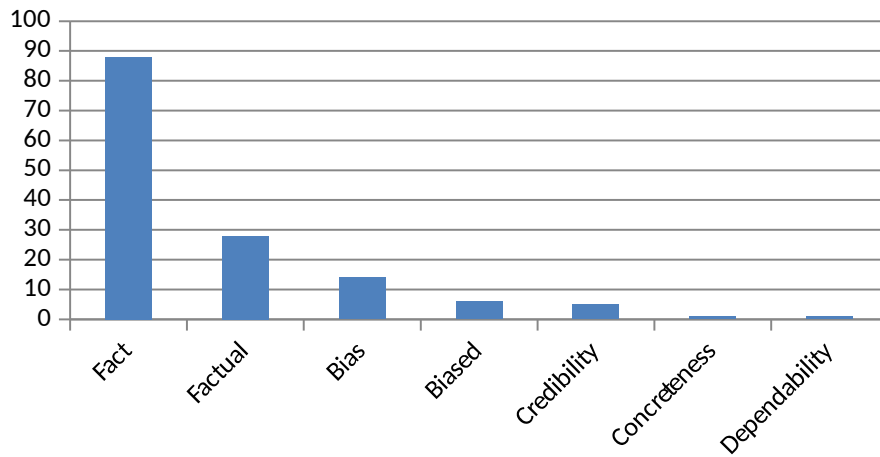
Promote national culture



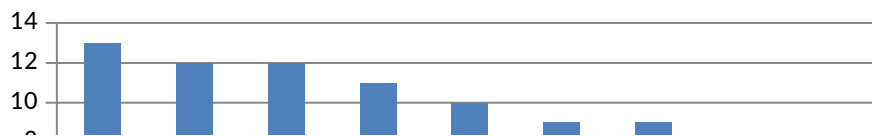
Altruism

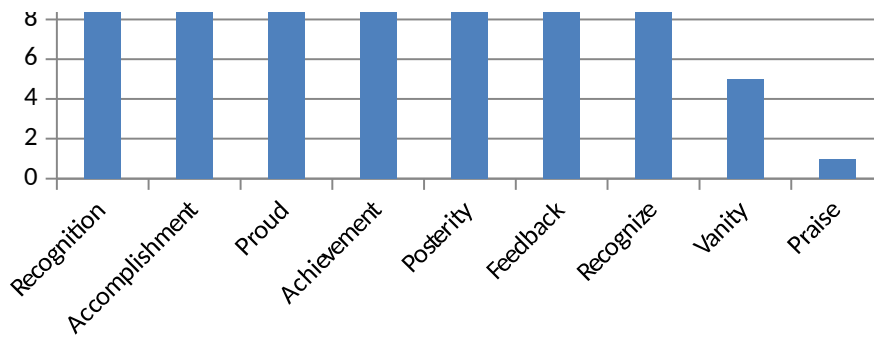


Credibility

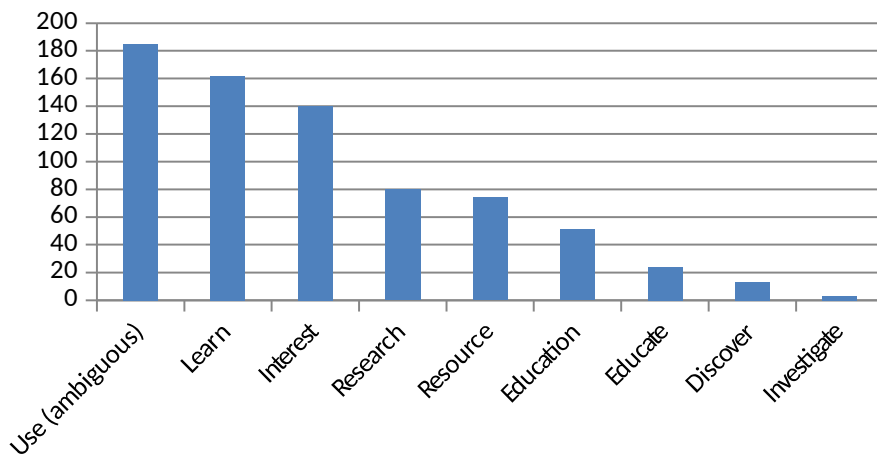


Personal achievement

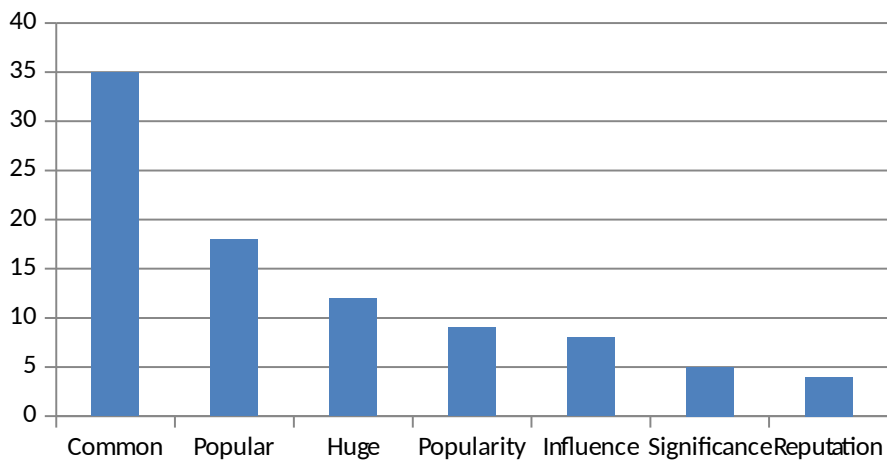




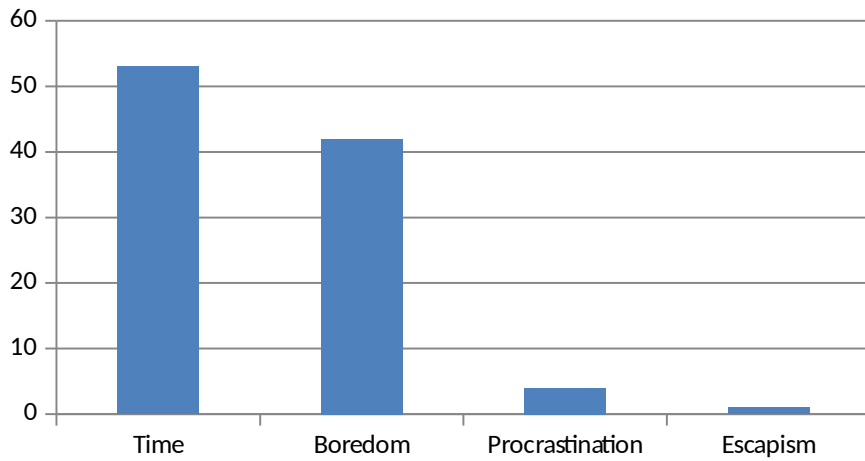
Personal learning



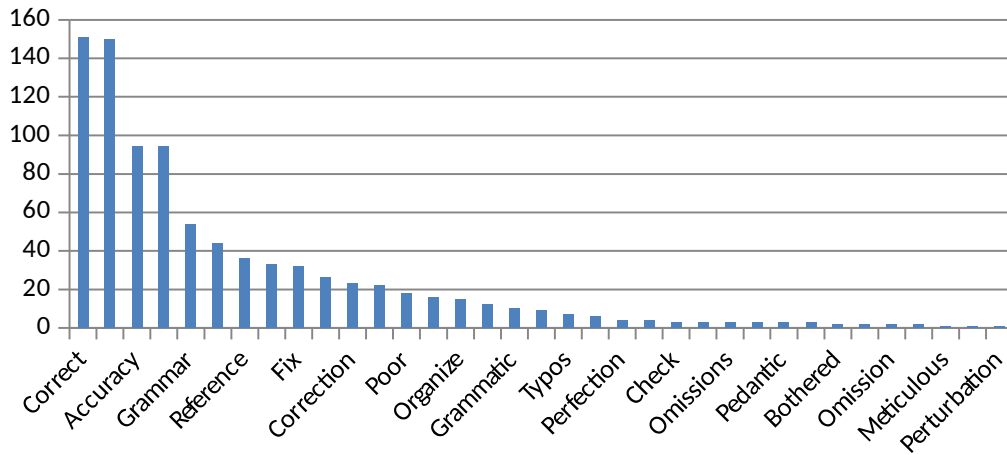
Reputation



Available time

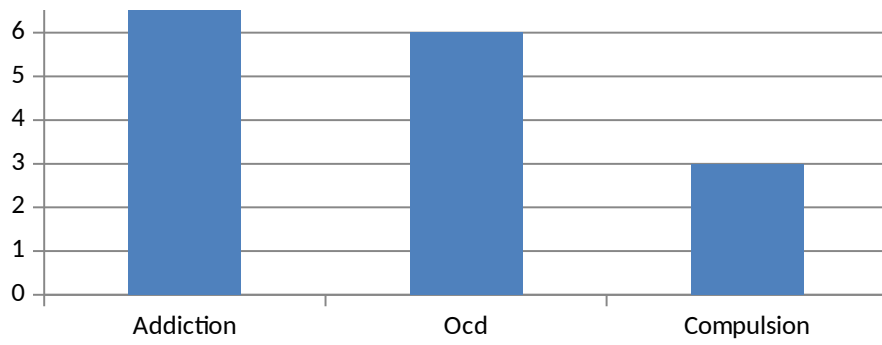


Improve quality

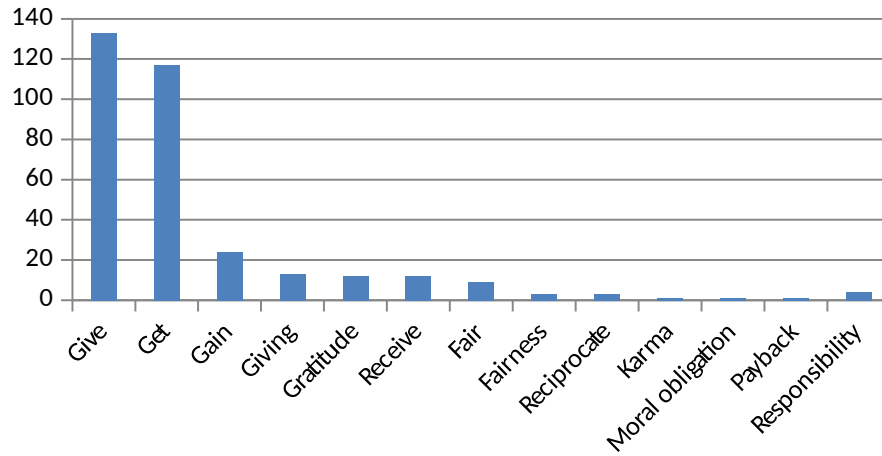


Personal compulsion

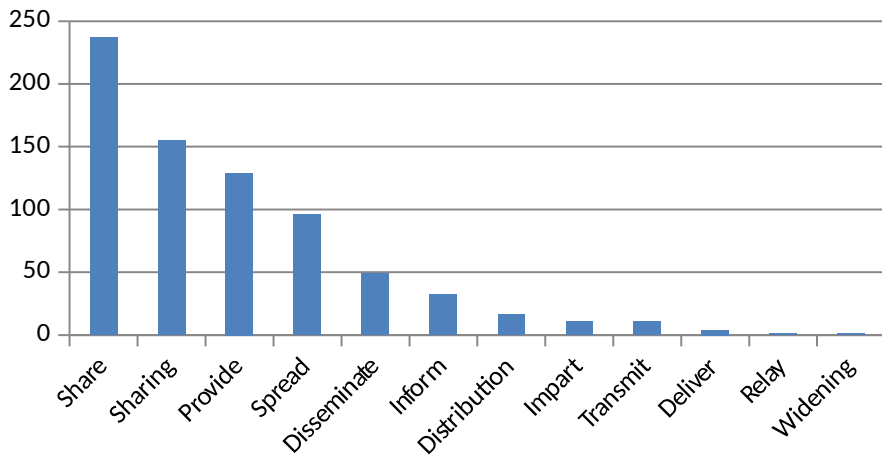




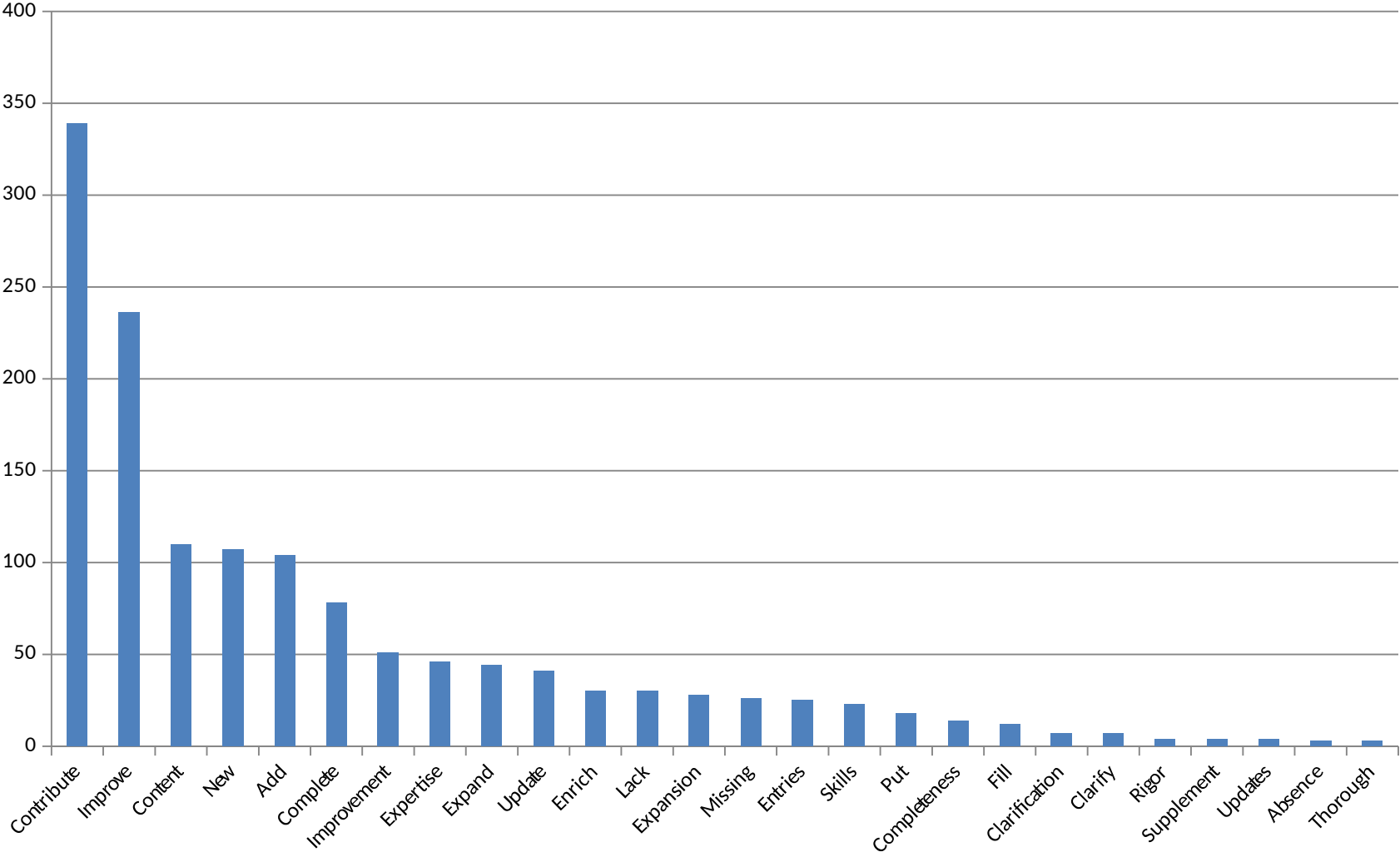
Personal responsibility



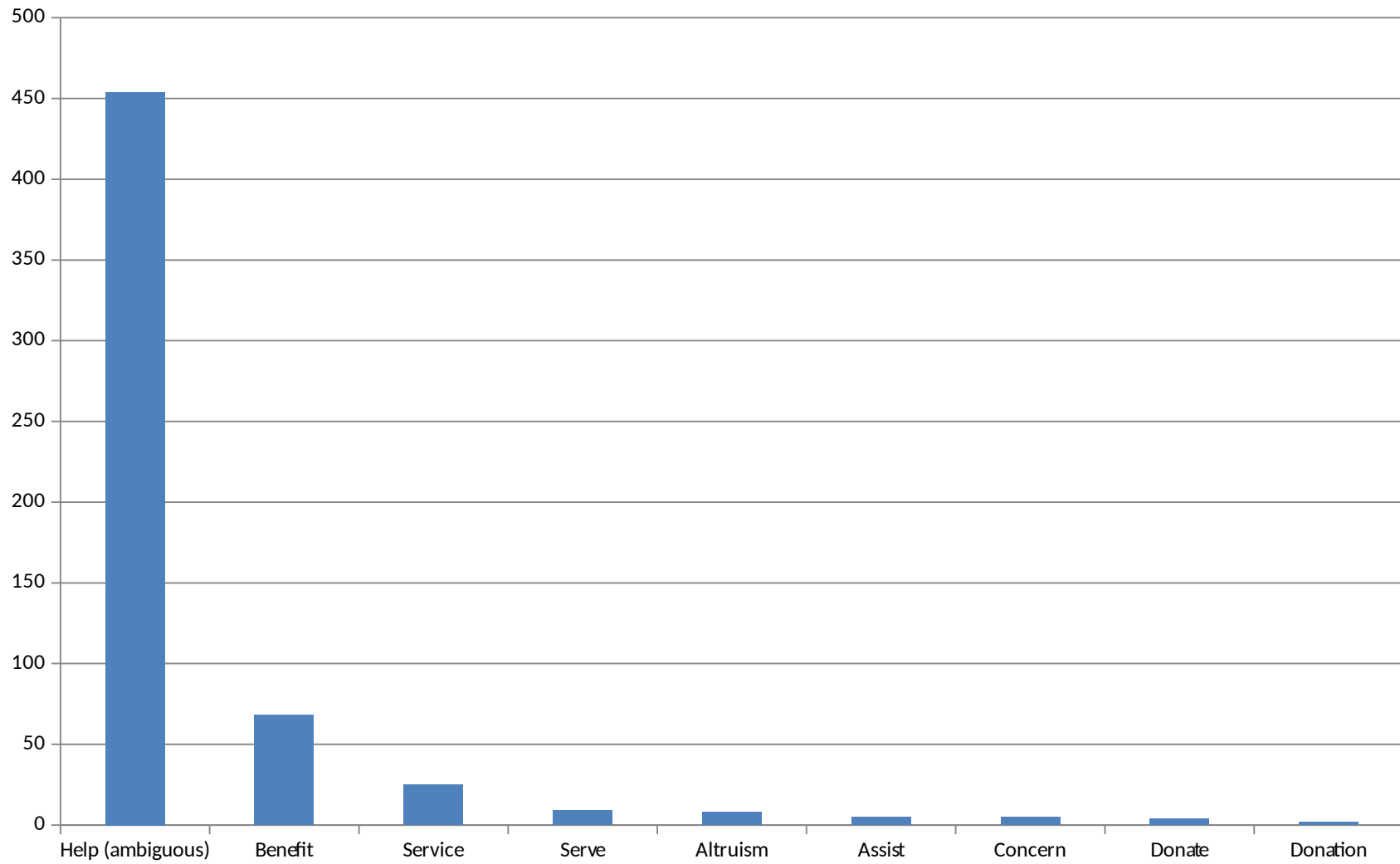
Share knowlege



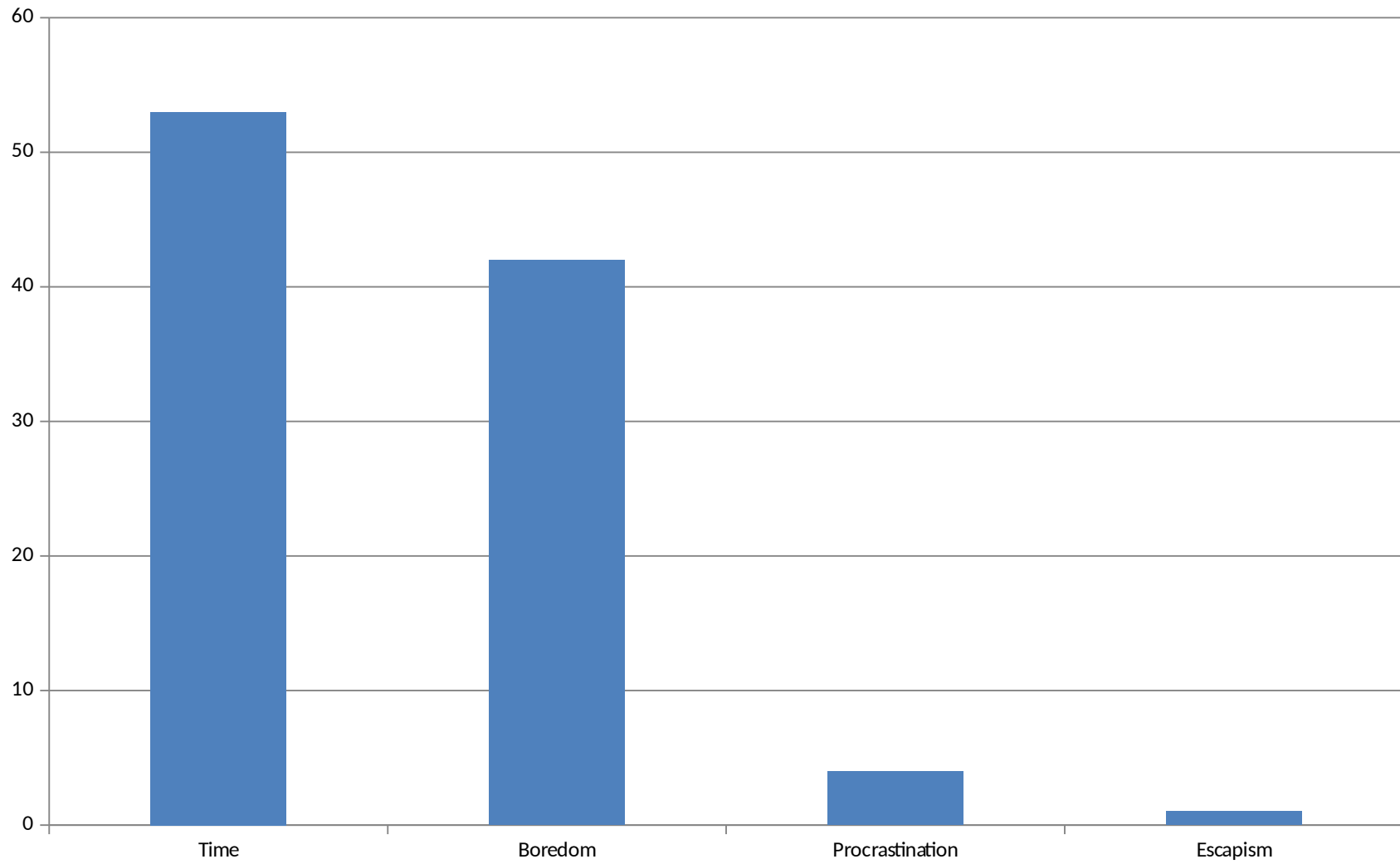
Add content



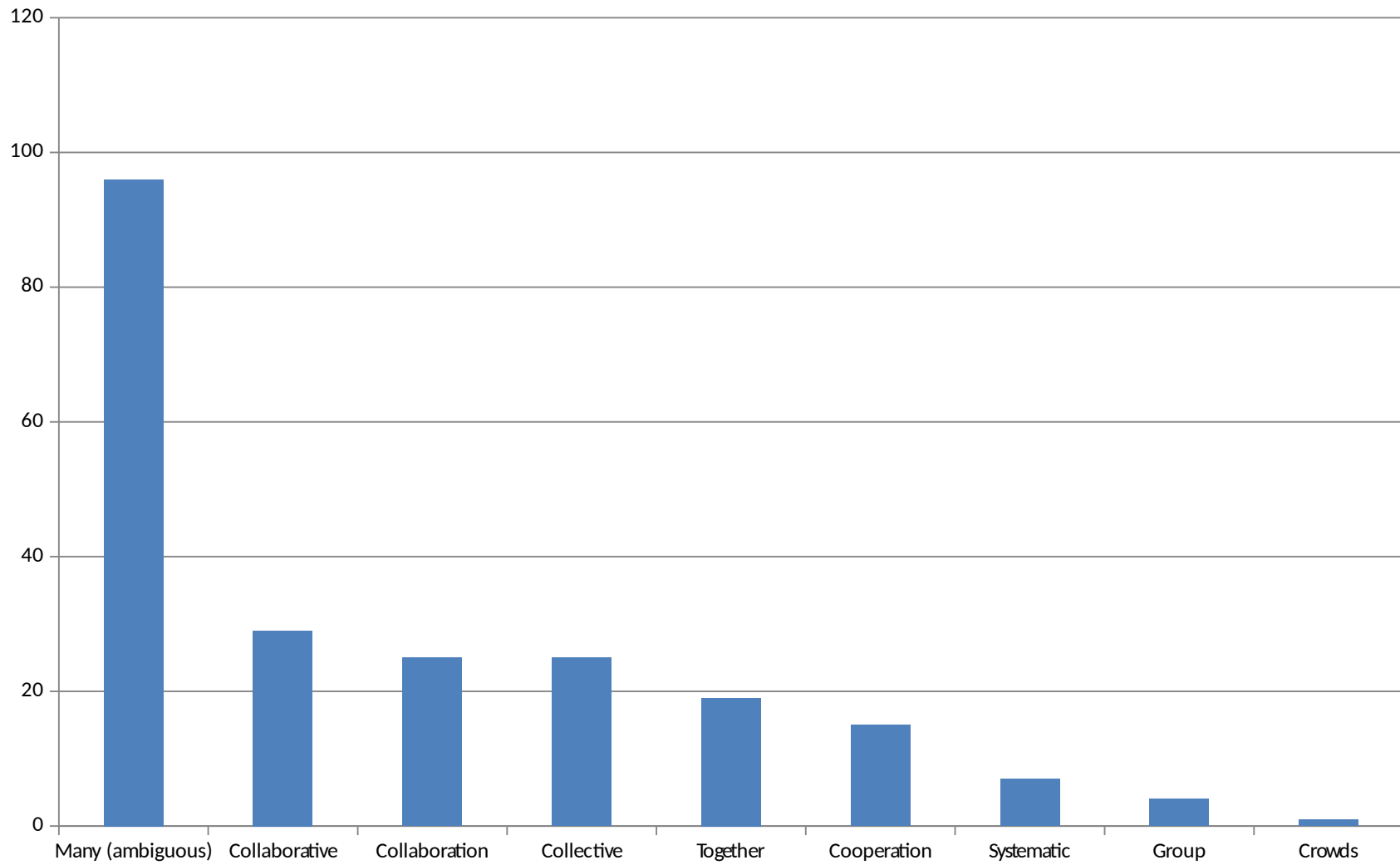
Altruism



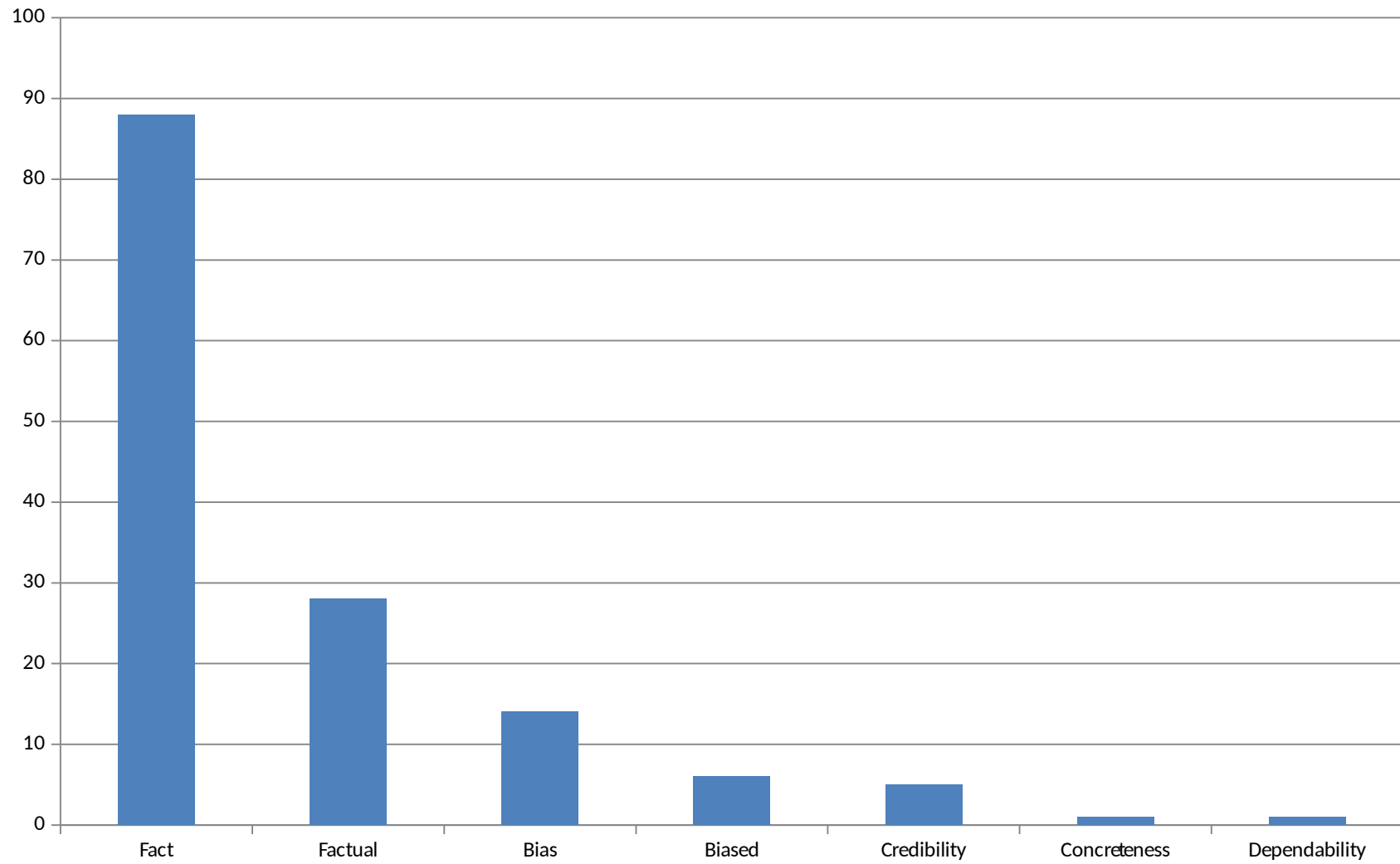
Available time



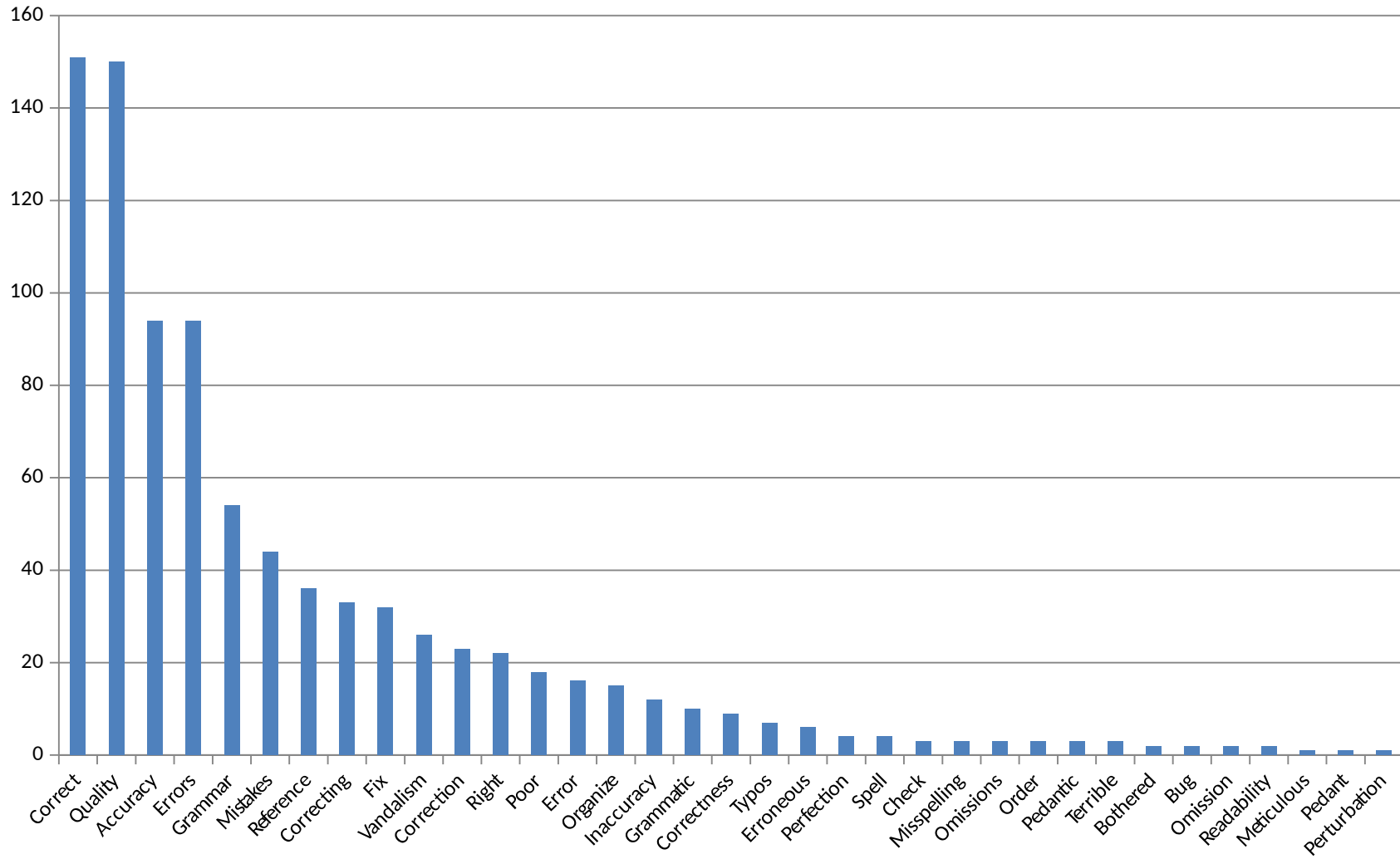
Collaboration



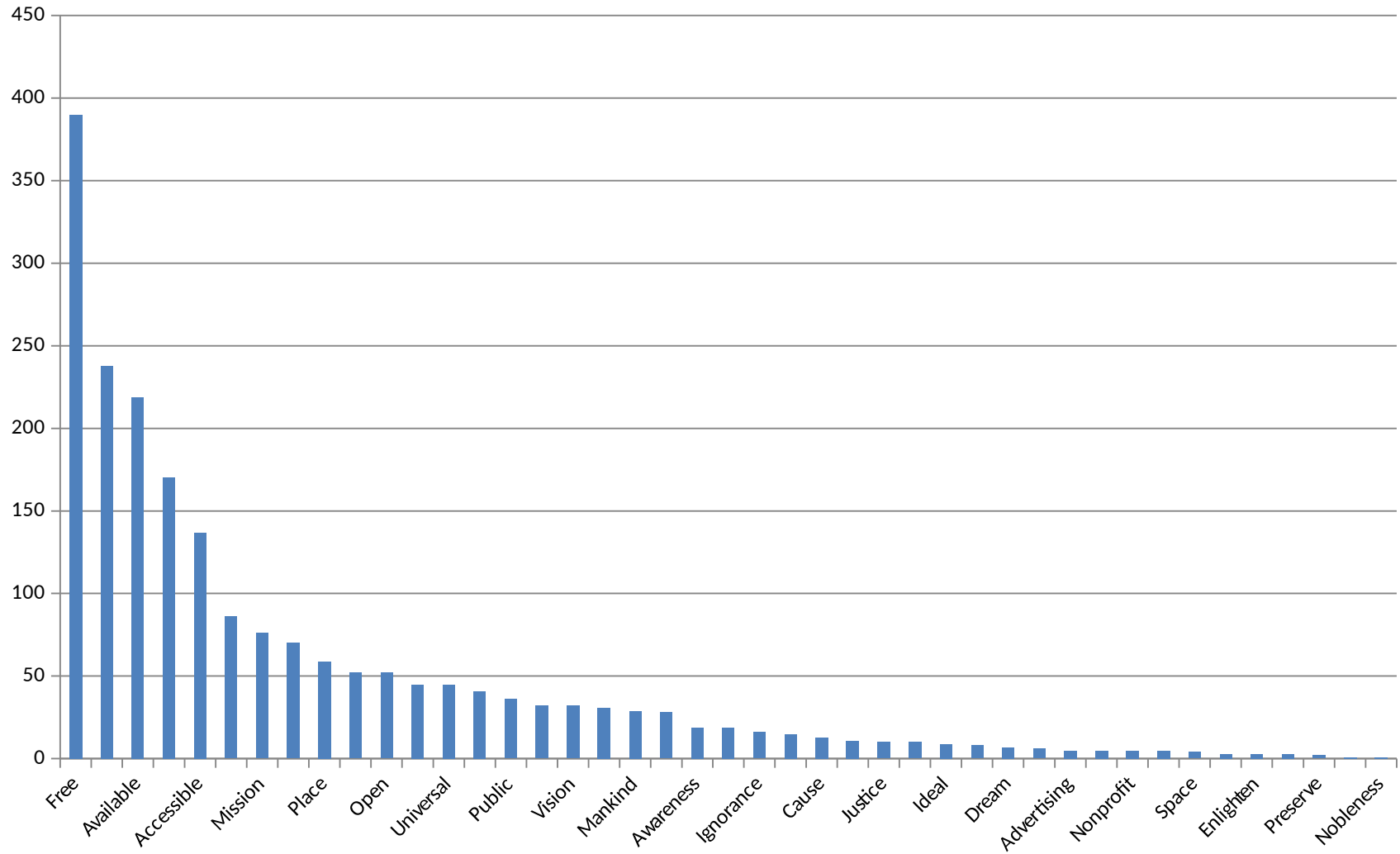
Credibility



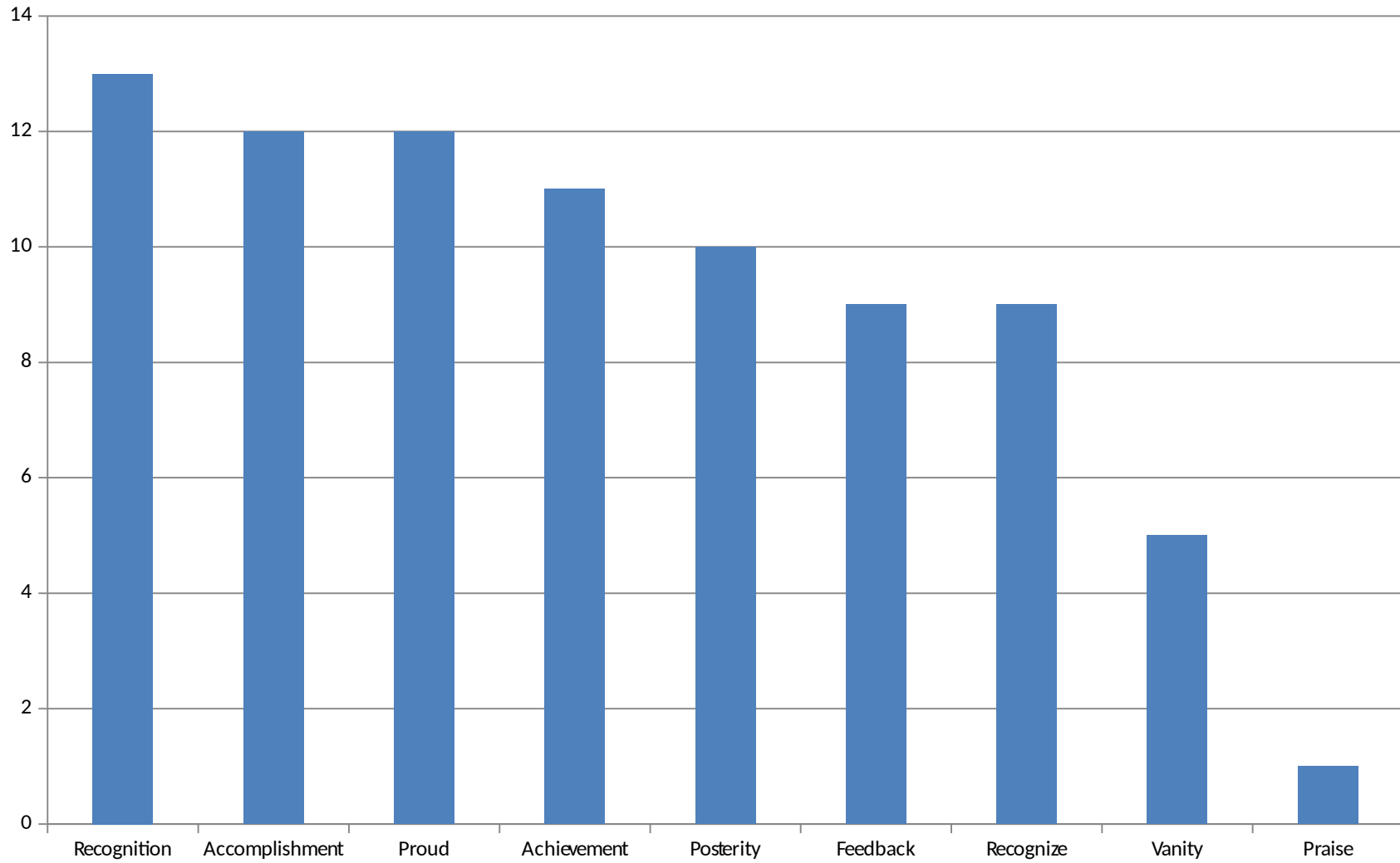
Improve quality



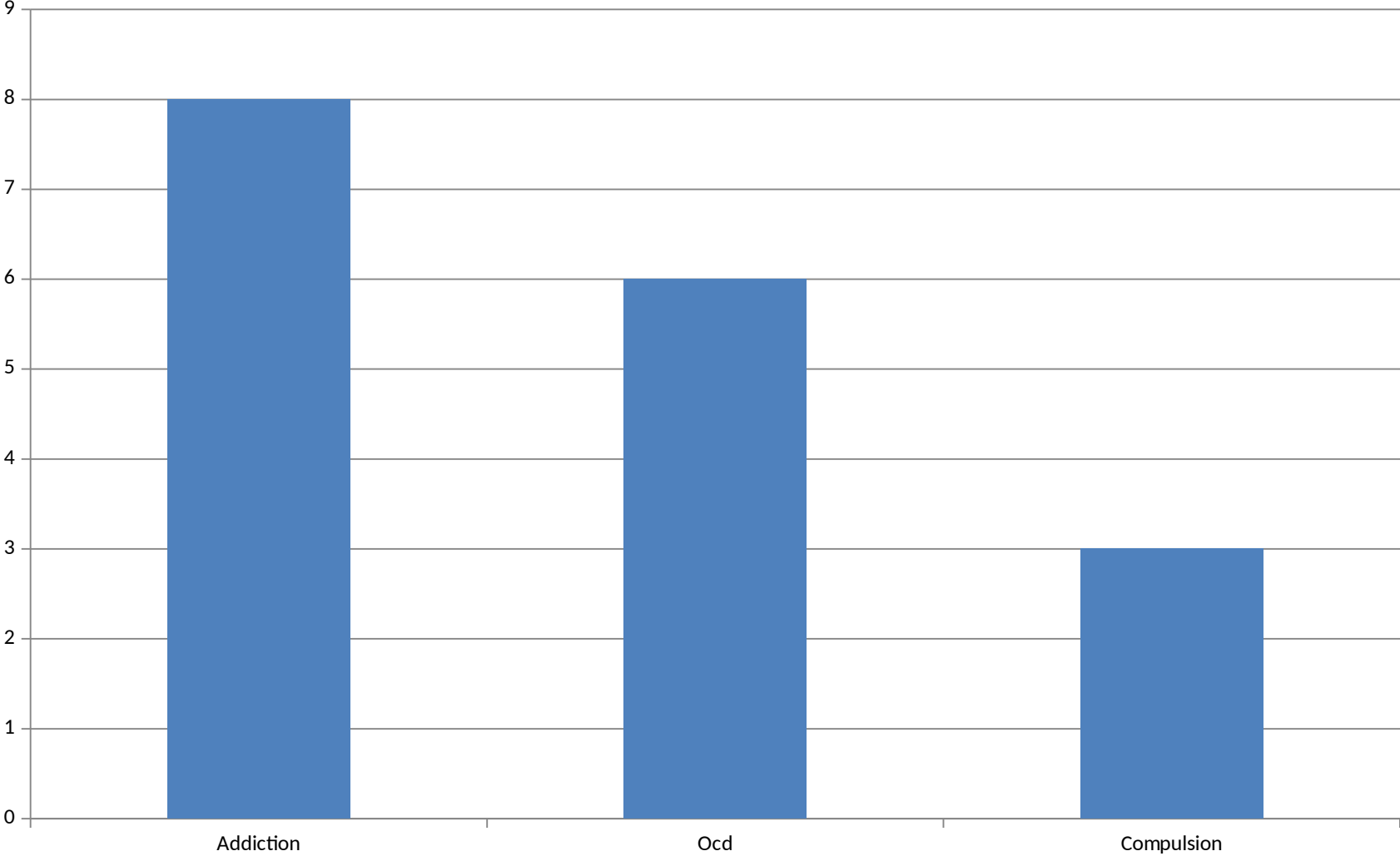
Mission driven



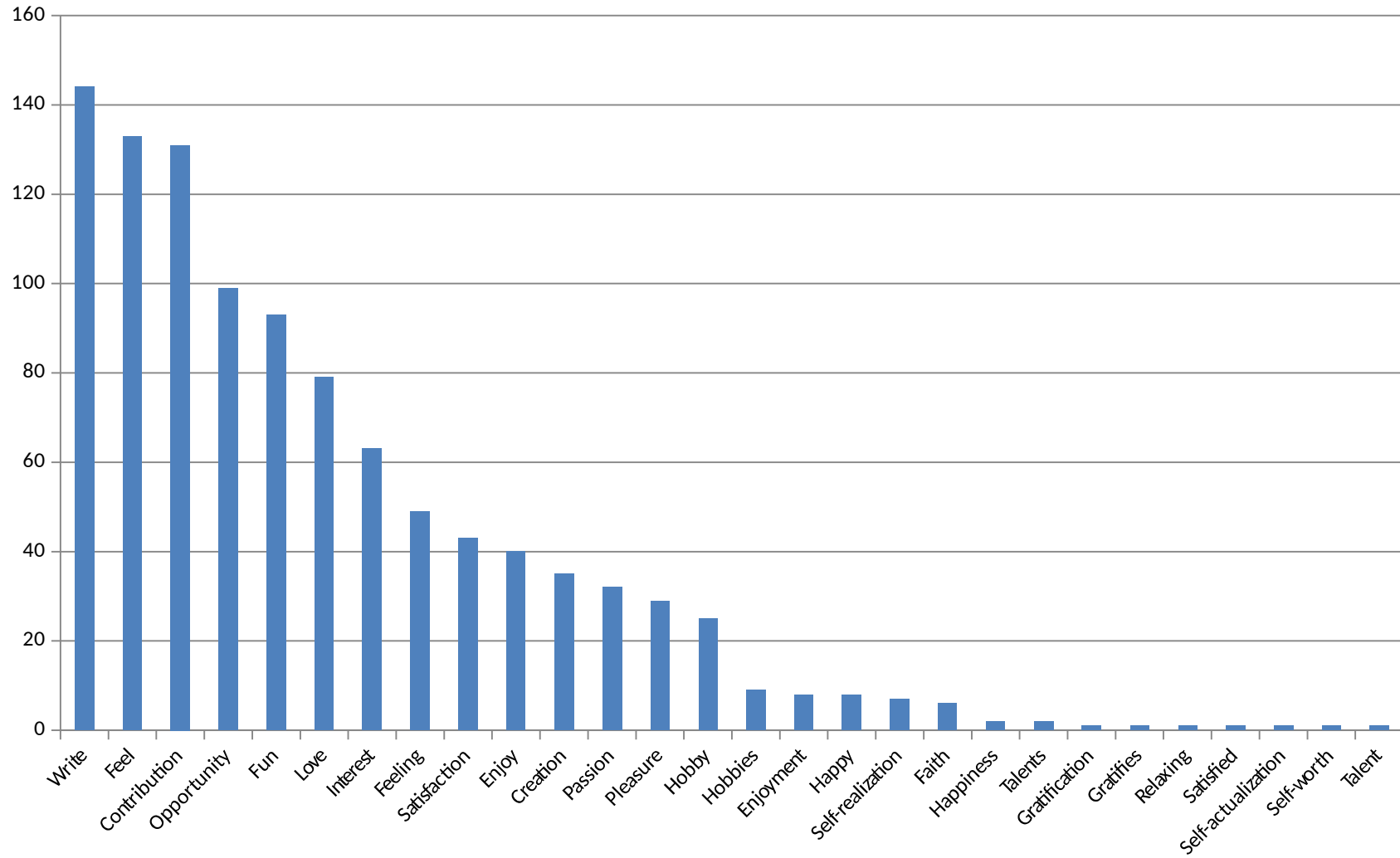
Personal achievement



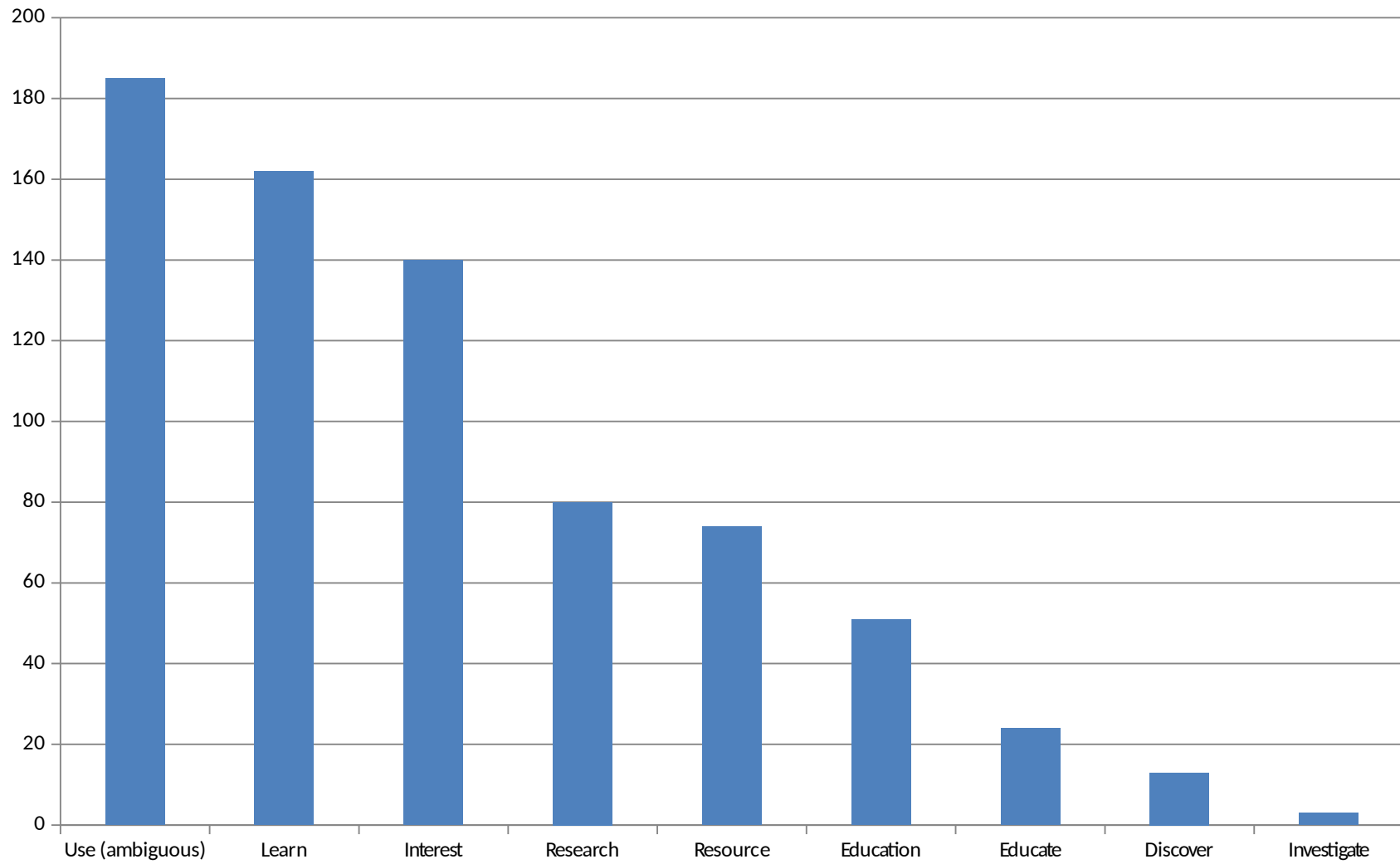
Personal compulsion



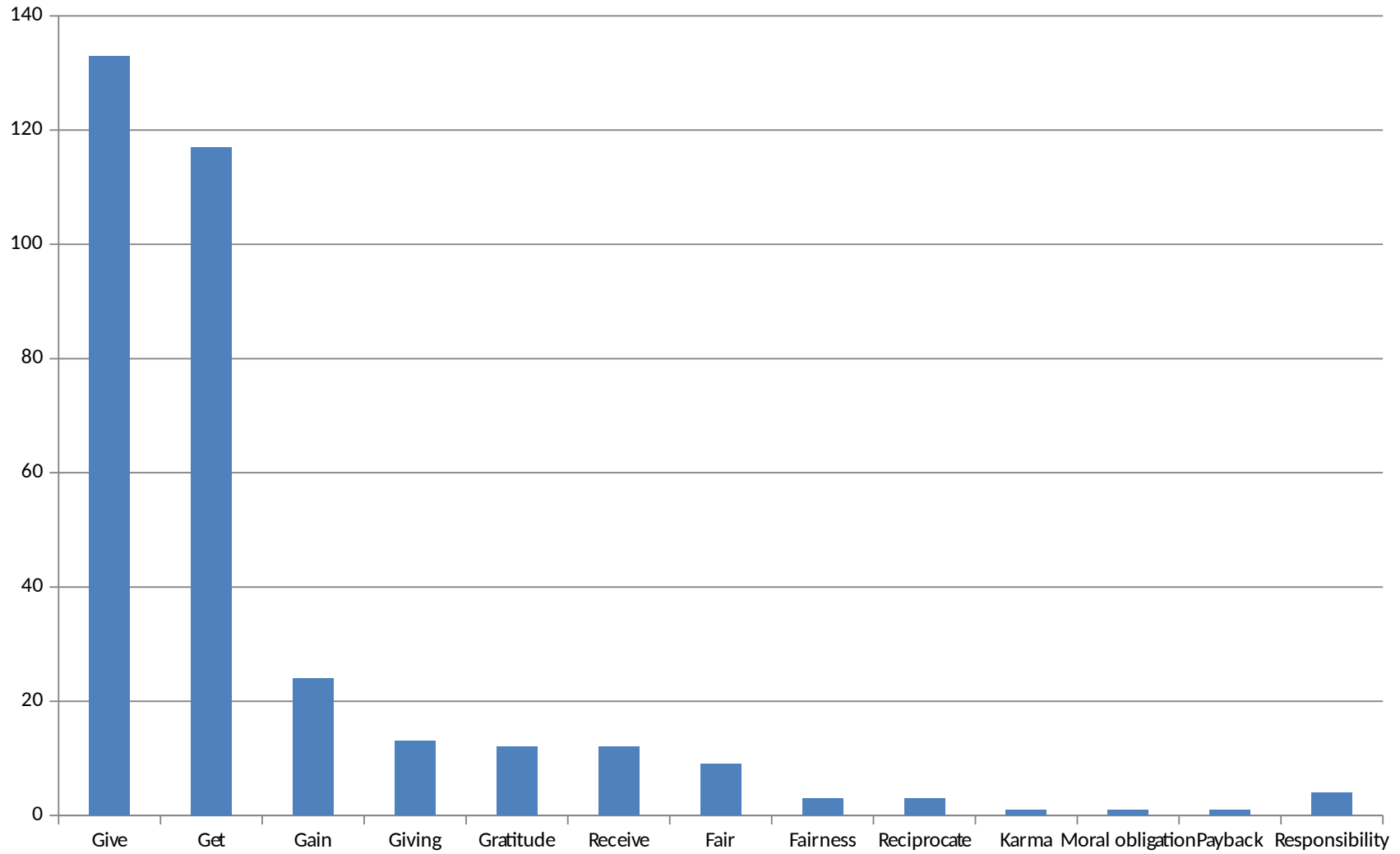
Personal fulfillment



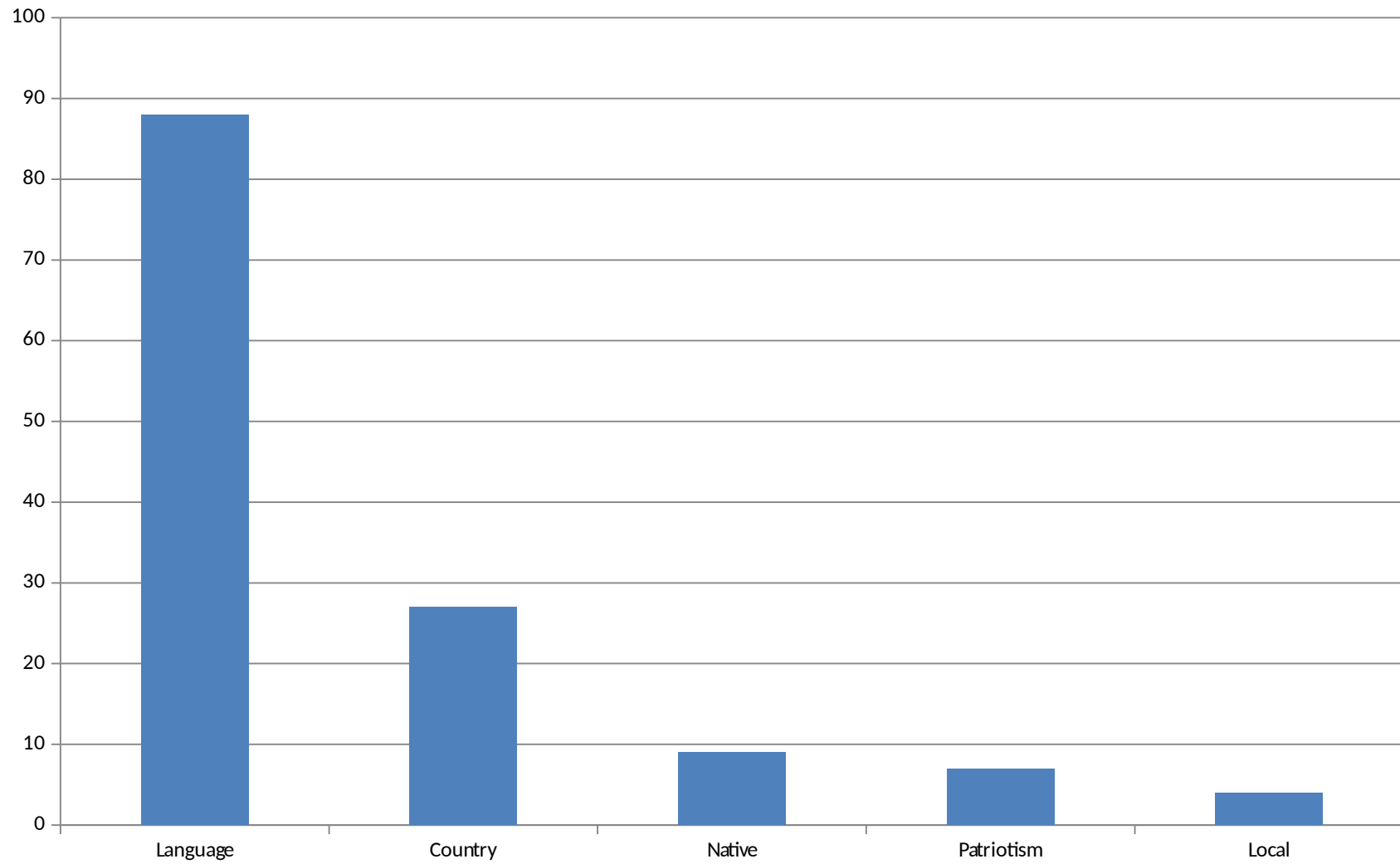
Personal learning



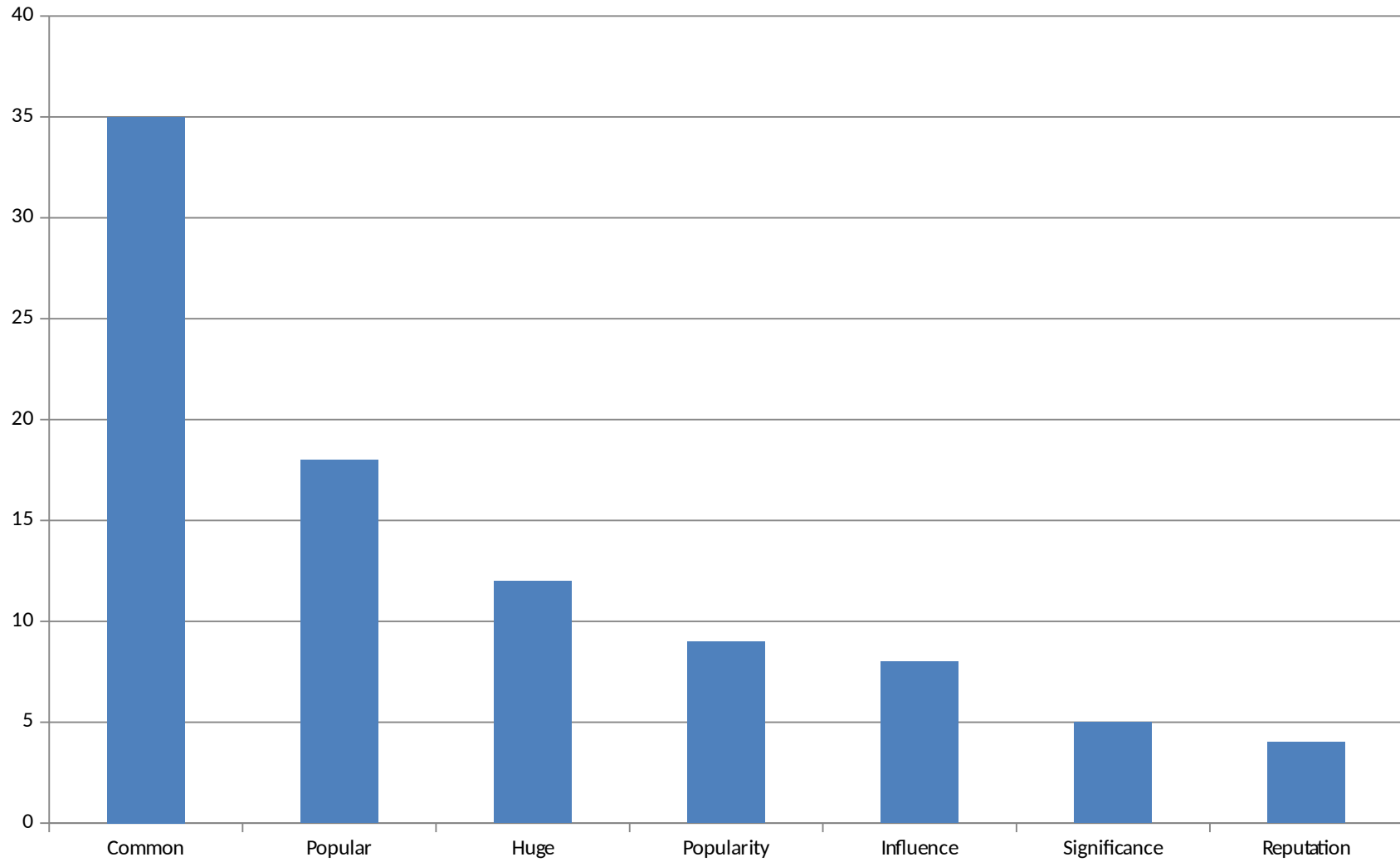
Personal responsibility



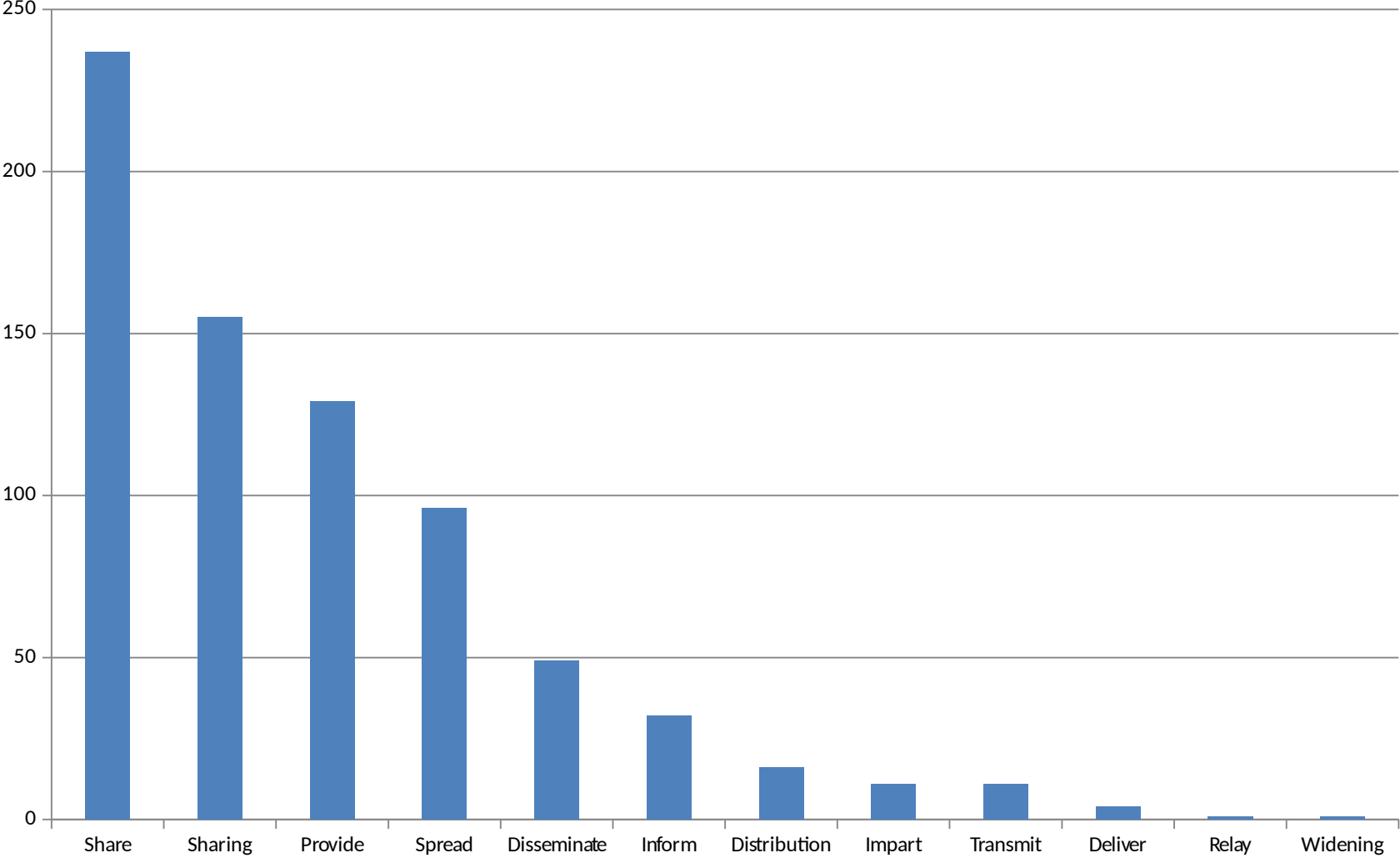
Promote national culture



Reputation



Share knowlege



Synopsis

Mission driven	2048
Add content	1394
Personal fulfillment	1044
Improve quality	889
Share knowlege	742
Personal learning	732
Altruism	580
Personal responsibility	333
Collaboration	221
Credibility	143
Promote national culture	135
Available time	100
Reputation	91
Personal achievement	82
Personal compulsion	17

Add content

Contribute	339
Improve	236
Content	110
New	107
Add	104
Complete	78
Improvement	51
Expertise	46
Expand	44
Update	41
Enrich	30
Lack	30
Expansion	28
Missing	26
Entries	25
Skills	23
Put	18
Completeness	14
Fill	12
Clarification	7
Clarify	7
Rigor	4
Supplement	4
Updates	4
Absence	3
Thorough	3

Altruism

Help (ambiguous)	454
Benefit	68

Service	25
Serve	9
Altruism	8
Assist	5
Concern	5
Donate	4
Donation	2

Available time

Time	53
Boredom	42
Procrastination	4
Escapism	1

Collaboration

Many (ambiguous)	96
Collaborative	29
Collaboration	25
Collective	25
Together	19
Cooperation	15
Systematic	7
Group	4
Crowds	1

Credibility

Fact	88
Factual	28
Bias	14
Biased	6
Credibility	5
Concreteness	1
Dependability	1

Improve quality

Correct	151
Quality	150
Accuracy	94
Errors	94
Grammar	54
Mistakes	44
Reference	36
Correcting	33
Fix	32
Vandalism	26
Correction	23
Right	22
Poor	18

Error	16
Organize	15
Inaccuracy	12
Grammatic	10
Correctness	9
Typos	7
Erroneous	6
Perfection	4
Spell	4
Check	3
Misspelling	3
Omissions	3
Order	3
Pedantic	3
Terrible	3
Bothered	2
Bug	2
Omission	2
Readability	2
Meticulous	1
Pedant	1
Perturbation	1

Mission driven

Free	390
Access	238
Available	219
Important	170
Accessible	137
Human	86
Mission	76
Freedom	70
Place	59
Global	52
Open	52
Society	45
Universal	45
Humanity	41
Public	36
Importance	32
Vision	32
Promote	31
Mankind	29
Availability	28
Awareness	19
Support	19
Ignorance	16
Purpose	15

Cause	13
Single	11
Justice	10
Reason	10
Ideal	9
Masses	8
Dream	7
Enlightenment	6
Advertising	5
Broaden	5
Nonprofit	5
Save	5
Space	4
Adfree	3
Enlighten	3
Utopia	3
Preserve	2
Liberty	1
Nobleness	1

Personal achievement

Recognition	13
Accomplishment	12
Proud	12
Achievement	11
Posterity	10
Feedback	9
Recognize	9
Vanity	5
Praise	1

Personal compulsion

Addiction	8
Ocd	6
Compulsion	3

Personal fulfillment

Write	144
Feel	133
Contribution	131
Opportunity	99
Fun	93
Love	79
Interest	63
Feeling	49
Satisfaction	43
Enjoy	40
Creation	35

Passion	32
Pleasure	29
Hobby	25
Hobbies	9
Enjoyment	8
Happy	8
Self-realization	7
Faith	6
Happiness	2
Talents	2
Gratification	1
Gratifies	1
Relaxing	1
Satisfied	1
Self-actualization	1
Self-worth	1
Talent	1

Personal learning

Use (ambiguous)	185
Learn	162
Interest	140
Research	80
Resource	74
Education	51
Educate	24
Discover	13
Investigate	3

Personal responsibility

Give	133
Get	117
Gain	24
Giving	13
Gratitude	12
Receive	12
Fair	9
Fairness	3
Reciprocate	3
Karma	1
Moral obligation	1
Payback	1
Responsibility	4

Promote national culture

Language	88
Country	27
Native	9

Patriotism	7
Local	4

Reputation

Common	35
Popular	18
Huge	12
Popularity	9
Influence	8
Significance	5
Reputation	4

Share knowlege

Share	237
Sharing	155
Provide	129
Spread	96
Disseminate	49
Inform	32
Distribution	16
Impart	11
Transmit	11
Deliver	4
Relay	1
Widening	1

Statistics on a list of words (occurrences)